

# Kavi Harshawat

Public Benefit UX Designer, Researcher & Product Strategist

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## Profile

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Substantial experience crafting new solutions to challenging social and organizational problems, especially those impacting underserved populations. Focus on building practical tools using proven technology. Strong collaborator, communicator, mentor and team leader.

## Education

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### BA, Psychology

Boston University, 2009

## Experience

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### Co-Founder

Koto (*Jan 2019 - Present, USA*)

- Designed and built an entire SaSS app to address unmet market opportunity for small and mid-sized mission driven organizations seeking lightweight record management systems.

### User Experience Designer and Researcher & Founding Team Member

Devoted Health, Inc. (*2017 - 2018, Boston, MA*)

- Conducted 100+ hours of user research across multiple states to create personas and drive market positioning of the new healthcare plan for the elderly and disadvantaged.
- Created initial brand guidelines and marketing materials for the organization.

### Digital Service Expert & Founding Team Member

United States Digital Service at the Department of Veterans Affairs (*2015 - 2017, Washington, DC*)

- Modernized disability claims appeal system leading to a 58% reduction in appeals backlog and an 86% reduction in legacy appeals for affected Veterans, while leading a team of 30+ and managing a budget of \$13M+.
- Led the development of eFolderExpress, a one-click download of all electronic files belonging to a single Veteran to save the agency millions of dollars in reduced overhead from processing data requests.

### Fellow

Code for America (*2014, Denver, CO*)

- Selected from among 650+ candidates to participate in CfA's Fellowship program, partnering with the City and County of Denver to identify resident's most significant pain points gathered from 311 data and user research and developed, improved and promoted multiple city services.

### User Experience Designer and Researcher

Aardvark & Google (*2008 - 2012, California*)

- Conceived of, led design for, and launched Google+ Events to 250M users.
- Helped position the company to get acquired by Google for \$50M in 2011.
- Led the Aardvark's user research by conducting weekly phone interviews, in-person studies, and new feature email follow-ups.